APPENDIX C

DEMOGRAPHIC INVENTORY AND ANALYSIS SPECIFIC TO THE ECONOMIC CHAPTER OF THE COMPREHENSIVE PLAN UPDATE





TOWN OF SOUTHOLD

DEMOGRAPHIC INVENTORY AND ANALYSIS SPECIFIC TO THE ECONOMIC CHAPTER OF THE COMPREHENSIVE PLAN UPDATE

This section illustrates relevant data, as well as general and economic characteristics pertinent to past, current and future state of the local economy and economic development efforts throughout the Town. All data was taken from the full demographic inventory and analysis included in the introduction to the Comprehensive Plan.

All data sets (whenever available), is reported for each of the Town's hamlets, and compared to the Town and Suffolk County. The demographic inventory will allow Southold to take steps in planning for the future, through the changing demographic makeup of its residents, visitors and businesses, the skills of the labor force, the type of development or opportunities that Southold may demand to adapt to future change, the nature of the market that would support the local economy and those that will utilize the Town's resources. Ultimately, the demographic inventory will lay the framework for developing appropriate goals, objectives and strategies to best promote and plan for the future conditions and needs of residents and businesses located throughout Southold.

Current Population and Growth Trends

As seen in **Table 1**, the Town's population has grown tremendously since the first official census that took place in 1790. The population of just over 3,200 residents in 1790 doubled by 1870, and doubled again by 1960. In 2000, the population was 20,599. It is estimated that the Town of Southold has grown by an additional 1,000 residents between 2000 and 2009, with Townwide population estimates placed at 21,605 residents. Southold Town is projected to experience continued growth, of approximately 500 additional residents through 2014.

¹ Nielsen Claritas' population estimate of 21,605 residents is comparable to the U.S. Census Bureau's 2009 townwide population estimate of 22,631 residents. It is important to note that while similar methodology was used to estimate the town's population, the five percent difference between the two figures can be attributed to slightly different sampling methods, as well as the point in the year when estimates were made.





Table 1 POPULATION TRENDS, TOWN OF SOUTHOLD: 1790 – 2000, 2009 (Estimate) and 2014 (Projection)

Year	Population	Year	Population
1790	3,219	1910	10,577
1800	2,200	1920	10,147
1810	2,613	1930	11,669
1820	2,968	1940	12,046
1830	2,900	1950	11,632
1840	3,907	1960	13,295
1850	4,723	1970	16,804
1860	5,833	1980	19,172
1870	6,715	1990	19,836
1880	7,267	2000	20,599
1890	7,705	2009 (Estimate)	21,605 ²
1900	8,301	2014 (Projection)	22,090

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report

² Nielsen Claritas' population estimate of 21,605 residents is comparable to the U.S. Census Bureau's 2009 townwide population estimate of 22,631 residents. It is important to note that while similar methodology was used to estimate the town's population, the five percent difference between the two figures can be attributed to slightly different sampling methods, as well as the point in the year when estimates were made.

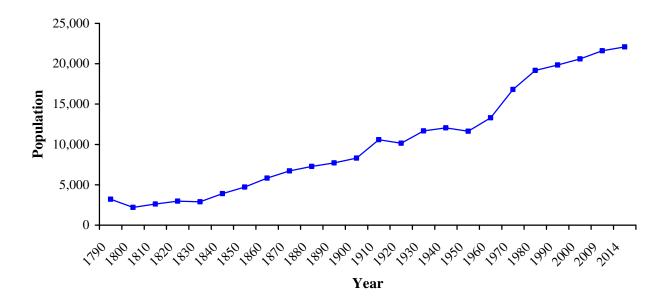




Figure 1 POPULATION TRENDS, TOWN OF SOUTHOLD:

1790 – 2000, 2009 (Estimate) and 2014 (Projection)

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report



The Town of Southold is comprised of ten individual hamlets – Cutchogue, East Marion, Fishers Island, Greenport West, Laurel, Mattituck, New Suffolk, Orient, Peconic and Southold. The Village of Greenport is a separate incorporated village surrounded by unincorporated parts of the Town. Along with the Village, these hamlets serve as the population and activity centers within the Town. It is important to note that while the Town is officially and currently comprised of ten individual hamlets, this was not always the case. A hamlet may have been locally designated in one decennial year, and officially designated by the U.S. Census Bureau during the next. In addition, boundaries have changed over time, both within the Town and through the U.S. Census Bureau's designations.

Table 2 illustrates the changes in population that has occurred in each of the Town's hamlets since their official inception. The majority of the Town's hamlets have experienced continued growth through 2009, with the exceptions being Fishers Island, New Suffolk and Orient. These hamlets currently have a smaller population than when the first census was taken in each respective place. On the whole, the Town witnessed an increase of 1,769 persons, growing by 8.9% between 1990 and 2009. Several hamlets have witnessed sizeable growth, including Greenport West, which witnessed 24.4% growth over this time period, growing by nearly 400 persons. Cutchogue, East Marion, Laurel, Mattituck and Southold witnessed considerable growth, ranging from 7.7% to 17.4% since 1990. On the contrary, the hamlets of New Suffolk, Orient and Peconic experienced a population loss between 1990 and 2009. The most significant loss occurred in New Suffolk; the population declined by 22.2% since 1990. All hamlets, with





the exception of Orient and Peconic, are projected to experience continued population growth through 2014.





Table 2
POPULATION TRENDS, BY HAMLET: 1880 – 2000, 2009 (Estimate) and 2014 (Projection)

		Hamlet								
Year	Cutchogue	East Marion	Fishers Island	Greenport West	Laurel	Mattituck	New Suffolk	Orient	Peconic	Southold
1880		1	1	-				786		
1890		I	-	-				808		
1900										
1910										
1920										
1930										
1940	1,050		572			1,578		572	608	1,368
1950						1,089				1,027
1960	1,418	720	508	1,142		1,485		697	863	2,624***
1970	2,713*	531**	462	1,682**	598	3,039**	*	709**	835**	3,749**
1980****	2,788*	656	318	1,571	962	3,923	*	855	1,056	4,770
1990	2,627	717	329	1,614	1,094	3,902	374	817	1,100	5,192
2000	2,849	756	289	1,679	1,188	4,198	337	709	1,081	5,465
2009 (Estimate)	2,891	838	475 ³	2,008	1,284	4,201	291	711	1,055	5,771
2014 (Projection)	2,892	870	571	2,164	1,311	4,229	300	703	1,031	5,918

Source: U.S. Census Bureau; Long Island Regional Planning Board; Claritas MarketPlace Census Demographic Overview Report

³ It is important to note that this population estimate is inflated when compared to the actual year-round population residing on Fishers Island. The Fishers Island Community Board conducted a population survey as part of the 2010 Census, and reported a year-round island population of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate and projection.



^{*} The hamlets of Cutchogue and New Suffolk were previously known as one place, called Cutchogue-New Suffolk. As such, the population within the hamlet of New Suffolk is included in the population of the hamlet of Cutchogue in both 1970 and 1980.

^{**} The community boundaries were revised between the 1970 and 1980 census. The 1970 population figures illustrated in this table are comparable with the 1980 census designated place boundary, and as such the reported population changed from its original count under the 1970 census.

^{***} This figure represents 1,285 residents of the hamlet of Southold and 1,339 residents of North Southold-Bayview, which became part of the hamlet of Southold in 1970.

^{****} Prior to 1980, Cutchogue-New Suffolk included present-day Cutchogue, part of Laurel-East Mattituck and part of present-day Peconic; East Marion included the eastern part of present-day East Marion and the western part of unincorporated Greenport; Laurel included part of Laurel-East Mattituck; Mattituck included present-day Mattituck and part of Laurel-East Mattituck; Orient included part of present-day Orient; Peconic included part of present-day Peconic; Robins Island was part of Cutchogue; Southold included North Southold-Bayview, present-day Southold, and part of present-day Greenport.



Existing households and growth trends

Reflective of the population trends, the majority of the Town's hamlets have experienced significant growth in terms of the number of households, as seen in **Table 3**. Greenport West saw the greatest increase, growing by 41.2%. Cutchogue, East Marion, Laurel, Mattituck and Southold all witnessed substantial growth as well, with the number of households growing by 6.4% to 22.1% between 1990 and 2009. The hamlets of New Suffolk, Orient and Peconic experienced a decline in the number of households, ranging from a loss of 0.2% in Peconic to a decrease of 20.2% in New Suffolk. As a result of population growth, all hamlets – with the exception of Orient and Peconic – are projected to experience continued growth in terms of the number of households through 2014.

Table 3 NUMBER OF HOUSEHOLDS, BY HAMLET: 1990 – 2014

Hamlet	1990	2000	2009 (Estimate)	2014 (Projection)
Cutchogue	1,048	1,120	1,147	1,149
East Marion	305	329	368	383
Fishers Island	152	138	227 ⁴	274
Greenport West	641	750	905	978
Laurel	408	452	498	512
Mattituck	1,479	1,651	1,680	1,704
New Suffolk	188	172	150	155
Orient	371	330	334	332
Peconic	420	426	419	409
Southold	2,249	2,317	2,393	2,419
Town of Southold	8,125	8,461	8,890	9,080

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report

Despite such trends, the vast majority of persons in the Town report not having recently moved. According to the American Community Survey, approximately 92.5% of the Town's population has lived in the same house as reported in the previous year. On the contrary, 7.5% of the Town's population has moved residences, both within and outside of Southold Town.

Age of population

An analysis of age groups is an important component in determining the demographic profile of Southold Town. Various age groups have different needs, changing over time as the population ages, and an examination of these age groups assists in planning for new types of development demanded by the Town. For the purpose of this inventory, the population has been broken down

⁴ It is important to note that this estimate is inflated when compared to the actual number of households residing on Fishers Island. According to the Fishers Island Utility Company, there exist 606 residential electric accounts, as of July 12, 2010. Of these, it is estimated that 117 are households residing in Fishers Island year-round, while the remaining 489 accounts are attributed to seasonal households.





to reflect infants and toddlers (less than five years old), school-aged children (between five and 17 years old), college-aged persons (between 18 and 24 years old), working-age persons (between 25 and 54 years old), empty nesters (between 55 and 64 years old), and retirees (typically 65 years and older).

Table 4 illustrates how the Town's population has aged between 1990 and 2000, as well as estimates for 2009 and projections through 2014. The number of infants and toddlers, and school-aged children has fluctuated since 1990 – both age groups increased between 1990 and 2000, and then declined between 2000 and 2009. Likewise, the number of working-age persons has followed similar trends. Regardless of such trends, it is projected that the number of infants and toddlers, school-age children and working age persons will increase substantially through 2014. On the contrary, the number of college-aged persons decreased between 1990 and 2000, yet these age groups are estimated to have increased considerably through 2009. The number of such persons is projected to decrease through 2014, however. Empty nesters have witnessed continued growth between 1990 and 2014, indicative of the aging of the Town's population. Similarly, despite a dip between 1990 and 2000, the number of retirees has risen substantially, with continued growth among this age group projected through 2014. As the population in the Town continues to age, resources geared toward a retired population, including senior housing, medical facilities and other related services may be demanded throughout the community.

Table 4 AGE OF POPULATION, TOWN OF SOUTHOLD: 1990 – 2014

Age Group	1990	2000	2009 (Estimate)	2014* (Projection)
Infants and Toddlers	1,030	1,051	1,031	1,160
School-Aged	2,984	3,370	3,152	3,889
College-Aged	1,378	1,069	1,750	1,148
Working-Age	7,198	7,929	7,242	8,107
Empty Nesters	2,386	2,424	3,231	4,091
Retirees	4,860	4,756	5,199	6,092
Median Age	N/A	44.7 years	48.0 years	49.7 years

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report, Demographic Snapshot Report; ESRI Business Analyst

Table 5 illustrates the existing distribution of the population, in terms of various age groups, within each of the Town's hamlets. East Marion, New Suffolk and Orient are comprised of a relatively older population, as evidenced by a relatively lower share of infants and toddlers and school-aged children, and a larger share of empty nesters and retirees. Laurel, Mattituck and Peconic, on the other hand, are comprised of a relatively younger population. This is reflected in the larger share of infants and toddlers, school-aged children and college-age persons when



^{*} It is important to note that the sum of the various age groups does not exactly match the 2014 population projection as presented in **Table 1** and **Table 2**. Two data sources were used for projecting 2014 demographics, with projections varying slightly between the two sources.



compared to the Town as a whole. Moreover, these hamlets have a smaller share of older persons than other hamlets in the Town. When compared to Suffolk County, Southold Town has a smaller share of infants and toddlers, school-aged children, college-aged persons and workingage persons. As evidenced by a median age nearly ten years older than the County, it is not surprising that the Town has a much larger share of empty nesters and retirees when compared to Suffolk County.

Table 5
AGE OF POPULATION, BY HAMLET: 2009

Hamlet	Infants and	School	College-	Working	Empty	Retirees	Median
Haimet	Toddlers	-Aged	Aged	Age	Nesters	Retifices	Age
Cutchogue	4.2%	13.8%	8.4%	34.8%	17.3%	21.5%	47.9 years
East Marion	4.4%	13.0%	7.3%	28.6%	15.4%	31.3%	52.4 years
Fishers Island	3.6%	14.1%	7.4%	39.2%	17.1%	18.7%	47.2 years
Greenport West	4.9%	14.1%	6.7%	30.0%	15.1%	29.0%	50.5 years
Laurel	4.7%	15.2%	9.5%	37.9%	13.7%	19.1%	44.5 years
Mattituck	5.2%	15.6%	8.5%	36.5%	14.4%	19.8%	45.5 years
New Suffolk	0.7%	7.6%	5.5%	34.7%	18.6%	33.0%	55.9 years
Orient	3.8%	12.5%	6.9%	22.2%	18.0%	36.6%	57.6 years
Peconic	4.7%	15.5%	9.4%	33.6%	17.7%	19.1%	47.1 years
Southold	4.7%	14.6%	7.5%	31.9%	14.7%	26.7%	48.9 years
Town of Southold	4.8%	14.6%	8.1%	33.5%	15.0%	24.1%	48.0 years
Suffolk County	6.3%	18.1%	9.3%	41.0%	12.0%	13.3%	38.8 years

Source: Claritas MarketPlace Demographic Snapshot Report; ESRI Business Analyst

Housing Occupancy

Housing occupancy in Southold Town is unique in that it serves as a major tourist destination on the north fork. It has been a retreat for many years, and as such the Town has established a large second homeowner population. This is evidenced in **Table 6**, with the share of occupied housing units decreasing since 1990. Of the occupied housing units, the majority of such units are owner-occupied, with approximately 20% of such units serving as rentals. The number of vacant housing units has increased over the same time period, with the majority of such vacant units for seasonal, recreational and occasional use by part-time residents and second homeowners. Other vacant units reflect housing units that are for rent, for sale, rented/sold, and those for migrant workers.





Table 6 HOUSING OCCUPANCY, TOWN OF SOUTHOLD: 1990 – 2009

Occupancy Status	1990	2000	2009 (Estimate)
Total Housing Units	12,979	13,769	14,933
Occupied Housing Units	8,125	8,461	8,890
Owner-Occupied	6,421	6,824	7,174
Renter-Occupied	1,704	1,637	1,716
Vacant Housing Units	4,854	5,308	6,043
For Seasonal, Recreational and Occasional Use	4,152	4,689	N/A

Source: U.S. Census Bureau; Claritas MarketPlace Demographic Snapshot Report

Datasets from 2000 illustrate that vacant units for seasonal, recreational or occasional use comprise 34.1% of all housing units within the Town. This ranges from approximately 25% of units in Mattituck to nearly half of all housing units in East Marion, Fishers Island, New Suffolk and Orient. When compared to Suffolk County's 7.1% share of such vacant units, the high proportion of part-time residents within the Town is clear.

While current concrete data is not yet available from the 2010 Census, interviews with local realtors⁵ indicate the continued strength within Southold's second homeowner market. While pricing has been softer than during the 2005-06 peak in the local housing market, there still exist many persons buying second homes in Town. In fact, local realtors indicate that the second home market is the primary market for home sales within the Town, which has remained relatively unchanged since the 1960s. Over the past few years, many second homeowners have purchased vacant land and built new homes; the majority of new homes being constructed are occupied by part-time residents of the Town. Moreover, the strong presence of retirees continues to contribute to second home sales.

It was suggested that at least one-third of all homes in Town are attributed to seasonal residency by second homeowners, with up to 60% of all housing units in various parts of Town occupied by such part-time residents. With perhaps the strongest seasonal residency of all hamlets within the Town, 80.7% of households on Fishers Island are attributed to part-time residents.⁶

As seen in **Table 7**, housing occupancy varies by hamlet. The highest percentage of occupied housing units occurs in Mattituck, with 70.2% of such units occupied year-round. On the contrary, commercial data providers estimate that only 22.3% of housing units in Fishers Island are occupied year-round.⁷ Vacant housing units – the majority of which are for part-time use –

⁷ This is comparable to the 19.3% that Fishers Island Utility Company reports, as of July 12, 2010.



⁵ McCarthy Real Estate, Inc.; Lewis & Nickles LTD, Real Estate; Prudential Douglas Elliman Real Estate

⁶ As of July 12, 2010, Fishers Island Utility Company reports that 489 of the 606 residential electric customers are attributed to seasonal residences.



comprise 77.7% of units in Fishers Island. Such vacancy rates are also quite high in East Marion and Orient (55.5% and 50.7% vacancy rate, respectively).

Of the occupied housing units, over three-quarters of all units are owner-occupied in each of the hamlets, with the exception of Fishers Island where only 56.4% of occupied units are homeowners. After Fishers Island, the hamlets with the largest share of renters are Greenport West and New Suffolk.

Table 7
HOUSING OCCUPANCY, BY HAMLET: 2009

Hamlet	Total Housing Units	Occupied Housing Units	Owner – Occupied	Renter – Occupied	Vacant Housing Units*
Cutchogue	1,765	1,147	87.3%	12.7%	618
East Marion	827	368	81.8%	18.2%	459
Fishers Island	1,019	227	56.4%	43.6%	792
Greenport West	1,540	905	76.9%	23.1%	635
Laurel	766	498	85.9%	14.1%	268
Mattituck	2,393	1,680	85.8%	14.2%	713
New Suffolk	264	150	78.0%	22.0%	114
Orient	678	334	84.4%	15.6%	344
Peconic	682	419	84.2%	15.8%	263
Southold	3,917	2,393	83.7%	16.3%	1,524
Town of Southold	14,933	8,890	80.7%	19.3%	6,043
Suffolk County	543,260	483,725	79.7%	20.3%	59,535

Source: Claritas MarketPlace Demographic Snapshot Report

Educational Attainment

Educational attainment refers to the highest level of education that a person has achieved. In the Town of Southold, the levels of educational attainment have improved over the past twenty years, with a greater percentage of the population attaining a bachelor's, graduate or professional degree since 1990. Regardless of such positive trends, there still remains a considerable share of the population who has not earned a high school diploma. Continued efforts should be made to pursue higher education.

Table 8 illustrates the educational attainment levels by hamlet. The largest share of persons who have not completed high school reside within Cutchogue, with 14.1% of the population earning less than a high school diploma. Ironically, Cutchogue is the hamlet with the greatest percentage of residents who have attained high levels of educational attainment, as evidenced by 21.8% of the population earning a bachelor's degree and 19.4% of the population earning a graduate or professional degree. In addition to Cutchogue, residents of Fishers Island also have high levels



^{*} The number of vacant units for seasonal, recreational and occasional use is not available for 2009. The figure represented in this table reflects data from the 2000 Census.



of educational attainment, reflected in low percentages of non-completers of high school, and high percentages of persons earning higher-level degrees. On the whole, the Town of Southold has higher levels of educational attainment than Suffolk County.





Table 8
EDUCATIONAL ATTAINMENT, BY HAMLET: 2009

Hamlet	Population 25+	Less than 9th Grade	9th - 12th Grade, No Diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate or Professional Degree
Cutchogue	2,129	7.3%	6.8%	23.5%	15.4%	5.7%	21.8%	19.4%
East Marion	631	4.4%	7.3%	31.1%	21.2%	7.4%	17.4%	11.1%
Fishers Island	356 ⁸	2.0%	3.4%	33.7%	13.2%	7.9%	21.3%	18.5%
Greenport West	1,490	2.4%	11.3%	31.9%	21.8%	5.3%	18.3%	8.9%
Laurel	907	2.0%	6.6%	32.0%	15.7%	12.0%	15.9%	15.9%
Mattituck	2,971	3.0%	6.0%	27.4%	21.1%	8.1%	17.6%	16.9%
New Suffolk	251	2.4%	10.0%	34.3%	17.9%	6.4%	13.5%	15.5%
Orient	546	2.7%	3.5%	29.1%	19.8%	6.0%	19.6%	19.2%
Peconic	743	3.5%	10.2%	28.0%	19.8%	12.7%	15.2%	10.6%
Southold	4,226	2.2%	5.8%	34.4%	18.2%	8.5%	16.9%	14.1%
Town of Southold	15,672	4.1%	7.7%	30.5%	18.4%	7.6%	17.4%	14.3%
Suffolk County	961,974	4.4%	9.5%	31.4%	19.5%	8.0%	15.5%	11.7%

Source: Claritas MarketPlace Demographic Snapshot Report

⁸ This assumes a Nielsen Claritas population estimate of 475 residents, which is inflated when compared to the actual year-round population residing on Fishers Island of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate.





Income

When adjusting for inflation over the past two decades, median household income increased in several of the Town's hamlets, including Cutchogue, Greenport West, Laurel, Mattituck and Southold hamlet. However, and as seen in **Table 9**, median household income actually decreased in other parts of the Town, including East Marion, Fishers Island, New Suffolk, Orient and Peconic. When the price of other goods – namely housing, fuel and groceries – has been steadily increasing, income levels have not been able to keep up. As such, many households throughout the Town have less disposable income now than they did ten and twenty years ago.

Table 9
MEDIAN HOUSEHOLD INCOME (ADJUSTED*), BY HAMLET: 1990 – 2009

Hamlet	1990	2000	2009 (Estimate)
Cutchogue	\$70,198	\$81,565	\$82,314
East Marion	\$63,265	\$55,544	\$53,125
Fishers Island	\$62,785	\$62,942	\$59,000
Greenport West	\$50,763	\$54,896	\$53,779
Laurel	\$60,656	\$71,810	\$74,049
Mattituck	\$59,773	\$68,962	\$74,045
New Suffolk	\$76,943	\$64,370	\$66,477
Orient	\$57,342	\$56,638	\$53,750
Peconic	\$68,992	\$65,243	\$66,827
Southold	\$59,565	\$58,648	\$63,652
Town of Southold	\$58,094	\$62,166	\$66,464
Suffolk County	\$80,641	\$81,340	\$83,344

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report, Demographic Snapshot Report; ESRI Business Analyst; CPI Inflation Calculator via Bureau of Labor Statistics

An examination of per capita income in **Table 10** reveals slightly different trends, which are partially attributed to the age of the population and the household size. In hamlets with a relatively older population and a smaller household size, such as New Suffolk, increasing per capita incomes may not necessarily translate into increasing household incomes.

When adjusting for inflation between 1990 and 2009, per capita income increased in every hamlet, except New Suffolk. The largest increase in per capita income occurred in Fishers Island, which witnessed an increase of over \$11,000 in adjusted incomes between 1990 and 2009.



^{* 1990} and 2000 data have been adjusted to reflect 2009 dollars.



Table 10
PER CAPITA INCOME (ADJUSTED*), BY HAMLET: 1990 – 2009

Hamlet	1990	2000	2009 (Estimate)
Cutchogue	\$41,363	\$43,657	\$44,643
East Marion	\$26,303	\$30,365	\$29,009
Fishers Island	\$28,193	\$39,434	\$39,379
Greenport West	\$25,303	\$32,794	\$31,462
Laurel	\$28,497	\$33,517	\$35,428
Mattituck	\$28,743	\$32,518	\$35,048
New Suffolk	\$44,237	\$40,789	\$40,739
Orient	\$33,354	\$36,606	\$35,535
Peconic	\$30,280	\$30,328	\$33,464
Southold	\$33,806	\$37,078	\$35,795
Town of Southold	\$31,248	\$34,409	\$36,383
Suffolk County	\$30,336	\$33,111	\$34,403

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report, Demographic Snapshot Report; ESRI Business Analyst; CPI Inflation Calculator via Bureau of Labor Statistics

Place of Work among Town Residents

Datasets from 2000 illustrate that a large subset of Southold residents also work in the Town. This ranges from approximately 40% of residents in Laurel, to 78.2% of residents of Fishers Island. On average, roughly 55.8% of the Town's residents lived and worked in Southold in 2000. While specific data is not available to illustrate the exact location of where the remaining 44.2% of persons are employed, interviews with local businesses and key stakeholders within the local economy indicate that a significant portion of Southold Town residents are also employed in Riverhead as well as in the western parts of Brookhaven town. Despite the large share of Town residents employed throughout the North Fork, there remain a percentage of residents who have a longer commute, traveling further west into Long Island, New York City, Connecticut, and elsewhere on a regular basis.

The 2000 Census also examines trends among those who work in their place of residence. This data provides insight as to the live-work trends throughout the various hamlets of Southold Town. On average, 26.4% of residents work within the same hamlet in which they reside. This ranges from a low of 7.4% in East Marion, to 76.4% in Fishers Island, with variations largely

⁹ As of the date of submission of this analysis, interviews have been conducted with key stakeholders including Bridgehampton National Bank, Burt's Reliable, Eastern Long Island Hospital; King Kullen, Long Island Farm Bureau, Long Island Wine Council, North Fork Chamber of Commerce, North Fork Promotion Council, Peconic Landing, Peconic Retreat, as well as Beach Plum and the (Fishers) Island Community Center on Fishers Island.



^{* 1990} and 2000 data have been adjusted to reflect 2009 dollars.



attributed to the location, demographics, and the type and number of businesses within a given community.

While current concrete data is not yet available from the 2010 Census, interviews with local businesses and key stakeholders within the local economy indicate continued trends among those living and working in Town. Approximately 80% of persons employed at Eastern Long Island Hospital live within a twenty-mile radius of the hospital. Of those employed at King Kullen in Cutchogue, 57% also live within Southold Town. Moreover, a majority of those employed within the agricultural industry – including the vineyards – also reside within the Town. Such statistics are evidenced within the commuting patterns illustrated in **Table 11** and **Table 12**. The Town's average travel time to work of 26.6 minutes is significantly lower than the countywide average travel time of 33.5 minutes. In an effort to increase the share of residents who are locally employed, efforts should continue to focus on the attraction and retention of prominent industries offering stable, year-round employment opportunities.

Unemployment Trends¹⁰

Employment patterns and recent trends illustrate the current economic state of the Town of Southold. In 2000, East Marion, Greenport West and Laurel were the hamlets with the highest unemployment rate. These hamlets continue to have the highest unemployment in 2009. On the contrary, Fishers Island, New Suffolk and Orient had, and continue to have relatively low levels of unemployment when compared to the rest of the Town, which could be attributed to a larger retired population residing within these hamlets.

As evidenced in **Figure 2**, unemployment rates in the Town of Southold have increased substantially since 2000, with the unemployment rate more than doubling in nearly every hamlet between 2000 and 2009. Such trends are indicative of the ongoing economic crisis throughout Suffolk County, the state and the nation, and illustrate the demand for additional jobs throughout the Town.

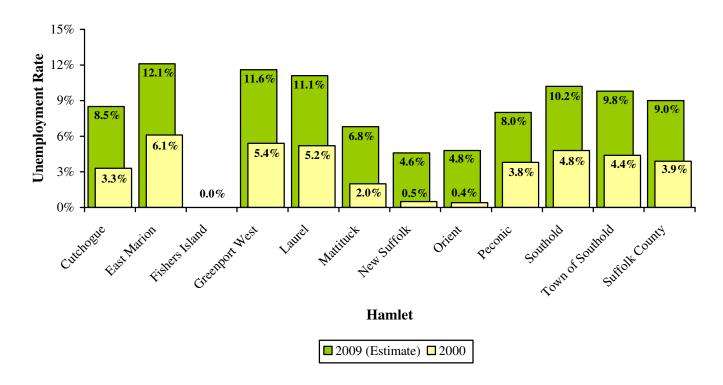
¹⁰ It is important to note that official unemployment data is not available from the New York State Department of Labor. Such figures are only available for municipalities with a population of at least 25,000, due to the difficulties associated with estimating unemployment within a small geographic area. However, unemployment was conducted through the 2000 census, and current estimates have been made through commercial data providers.





Figure 2 UNEMPLOYMENT, BY HAMLET: 1990 – 2009

Source: U.S. Census Bureau; ESRI Business Analyst



Commuting Patterns

As seen in **Table 11**, the majority of Town residents drive alone to work, remaining relatively unchanged since 1990. A smaller share of residents is carpooling to work, though a relatively larger percentage is utilizing public transportation between 1990 and 2009. The number of persons who walk to work has been cut in half since 1990, indicating that the number and/or type of job opportunities close to the Town's population centers has likely declined. The average resident commutes 26.6 minutes to work each way, many of which travel outside of the Town's boundaries.

Table 12 illustrates the commuting patterns among the Town's hamlets, revealing significant differences in methods of transportation within each place. While the majority of residents in each hamlet drove alone to work, employees are less dependent on the automobile in Fishers Island than in any other hamlet. This is likely attributed to the size of the Island and the time associated with commuting to and from Fishers Island. While there are a decent share of ferry commuters, many of the persons who reside there year-round likely live and work on the Island. This is evidenced by a large population who walk to work, and a mean travel time to work of only 12.4 minutes. The remainder of the Town has two to three times the commute to work, with mean travel times between 24.1 and 33.6 minutes each way.





Table 11 COMMUTING PATTERNS, TOWN OF SOUTHOLD: 1990 – 2009

Means of Transportation	1990	2000	2009 (Estimate)
Total Workers: 16+ Years Old	8,395	8,917	9,716
Drove Alone	6,585	7,001	7,611
Carpooled	957	749	819
Public Transportation*	126	287	319
Walked	637	318	351
Other Means***	90	128	133
Worked at Home	**	434	483
Mean Travel Time to Work	N/A	26.8 minutes	26.6 minutes

Source: U.S. Census Bureau; Claritas MarketPlace Census Demographic Overview Report, Demographic Snapshot Report



^{*} Includes transportation via taxi

^{**} The 1990 Census combined "Walked" and "Worked at Home" as an option for respondents.

^{***} Includes transportation via motorcycle and bicycle, among others.



Table 12 COMMUTING PATTERNS, BY HAMLET: 2009

Hamlet	Workers 16+	Drove Alone	Carpooled	Public Transportation*	Walked	Other Means**	Worked at Home	Mean Travel Time to Work
Cutchogue	1,332	80.0%	5.6%	2.4%	4.6%	2.6%	4.7%	31.1 minutes
East Marion	318	81.8%	9.1%	4.7%	0.0%	0.0%	4.4%	25.7 minutes
Fishers Island	30011	66.7%	4.0%	7.0%	14.0%	0.0%	8.3%	12.4 minutes
Greenport West	915	74.8%	9.9%	5.1%	3.6%	0.0%	6.6%	24.1 minutes
Laurel	616	84.3%	8.8%	1.5%	1.1%	0.5%	3.9%	27.4 minutes
Mattituck	2,020	84.8%	7.1%	1.2%	2.2%	0.0%	4.8%	29.7 minutes
New Suffolk	168	75.6%	11.3%	1.2%	3.0%	0.0%	8.9%	27.3 minutes
Orient	239	74.5%	8.4%	3.3%	2.9%	2.1%	8.8%	33.0 minutes
Peconic	453	75.9%	9.1%	1.5%	0.0%	8.4%	5.1%	33.6 minutes
Southold	2,506	78.9%	9.4%	2.9%	3.2%	1.3%	4.4%	31.3 minutes
Town of Southold	9,716	78.3%	8.4%	3.3%	3.6%	1.4%	5.0%	26.6 minutes
Suffolk County	704,753	78.1%	10.0%	6.7%	1.7%	0.8%	2.7%	33.5 minutes

Source: Claritas MarketPlace Demographic Snapshot Report

¹¹ This assumes a Nielsen Claritas population estimate of 475 residents, which is inflated when compared to the actual year-round population residing on Fishers Island of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate and projection.



^{*} Includes transportation via taxi

^{**} Includes transportation via motorcycle and bicycle, among others.



Employment by Occupation and Industry

The majority of residents in the Town are employed within management, professional and related occupations, as well as sales and office occupations. This has remained relatively unchanged since 2000. Farming and fishing occupations remain an important sector in the Town's economy, however, less than two percent of the Town's population is currently employed within such occupations, as seen in **Table 13**.

Table 13 EMPLOYMENT BY OCCUPATION, TOWN OF SOUTHOLD: 2000 – 2009

Occupation	2000	2009 (Estimate)
Employed Civilian Population: 16+ Years Old	9,118	9,938
Management, Professional and Related	3,372	3,667
Service	1,412	1,567
Sales and Office	2,389	2,606
Farming, Fishing and Forestry	169	179
Construction, Extraction and Maintenance	1,001	1,097
Production, Transportation and Material Moving	775	822

Source: U.S. Census Bureau; Claritas MarketPlace Demographic Snapshot Report

As seen in **Table 14**, management, professional and related occupations are held by the majority of Cutchogue, Greenport West, Laurel, Mattituck, New Suffolk, Orient, Peconic and Southold residents. Service occupations are strong among residents of Fishers Island, which can be attributed to the large share of seasonal residency. On the other hand, service occupations are not very strong among residents of East Marion and Orient; sales and office occupations are predominant within these hamlets. Farming, fishing and forestry occupations are strongest among Cutchogue, Fishers Island and Peconic residents, as evidenced by their location and land use.





Table 14
EMPLOYMENT BY OCCUPATION, BY HAMLET: 2009

Hamlet	Employed Civilian Pop. 16+	Management, Professional and Related	Service	Sales and Office	Farming, Fishing and Forestry	Construction, Extraction and Maintenance
Cutchogue	1,363	45.1%	12.0%	20.8%	3.7%	10.6%
East Marion	333	27.6%	11.7%	33.6%	1.8%	12.9%
Fishers Island	300^{12}	26.0%	34.0%	19.7%	3.3%	12.7%
Greenport West	922	38.6%	19.1%	26.4%	0.3%	9.0%
Laurel	620	38.7%	15.0%	24.0%	1.0%	13.9%
Mattituck	2,036	36.5%	13.2%	28.2%	0.6%	10.6%
New Suffolk	173	30.1%	23.7%	23.1%	0.0%	15.0%
Orient	248	36.3%	9.3%	30.2%	0.4%	15.7%
Peconic	453	40.6%	21.4%	9.9%	3.3%	13.5%
Southold	2,589	39.0%	12.9%	30.6%	2.7%	9.3%
Town of Southold	9,938	36.9%	15.8%	26.2%	1.8%	11.0%
Suffolk County	718,088	35.7%	14.4%	28.7%	0.3%	10.2%

Source: Claritas MarketPlace Demographic Snapshot Report

When employment trends are examined by industry, similar trends are revealed throughout the Town. This is shown in **Table 15**. The percentage of persons employed in the agriculture, forestry, fishing, hunting and mining industry, the construction industry, the wholesale trade industry, the retail trade industry, the transportation and warehousing industry, the information industry, the finance, insurance, and real estate industry, and public administration has remained relatively unchanged between 2000 and 2009. The share of residents employed within professional, scientific, management, administrative and waste management services, as well as those employed within educational, health and social services, and arts, entertainment, recreation, accommodation and food services has increased considerably between 2000 and 2009. Such industries are currently the most promising to the Town and additional measures should be taken to ensure job stability, as well as attracting and retaining new businesses focused on these types of employment opportunities.

¹² This assumes a Nielsen Claritas population estimate of 475 residents, which is inflated when compared to the actual year-round population residing on Fishers Island of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate and projection.





Table 15 EMPLOYMENT BY INDUSTRY, TOWN OF SOUTHOLD: 2000 – 2009

Industry	2000	2009 (Estimate)
Employed Civilian Population: 16+ Years Old	9,118	9,938
Agriculture, Forestry, Fishing and Hunting, and Mining	220	223
Construction	932	1,035
Manufacturing	465	358
Wholesale Trade	358	377
Retail Trade	1,079	1,220
Transportation and Warehousing, and Utilities	378	417
Information	408	393
Finance, Insurance, Real Estate and Rental and Leasing	707	795
Professional, Scientific, Management, Administrative and Waste Management Services	917	1,115
Educational, Health and Social Services	1,940	2,868
Arts, Entertainment, Recreation, Accommodation and Food Services	641	762
Other Services (Except Public Administration)	378	446
Public Administration	695	728

Source: U.S. Census Bureau; ESRI Business Analyst

Table 16 illustrates the breakdown of employment by industry among each of the Town's hamlets. As seen in occupational employment, the agricultural and likely related manufacturing industry is strongest among residents of Peconic, where 6.9% of its residents are employed in the agricultural industry and 7.8% in the manufacturing industry. The construction industry is slightly higher among residents of Orient, while the finance, insurance and real estate industry is strongest in New Suffolk. The educational, health and social services industry is quite strong among all residents of the Town, though not as much among residents of New Suffolk and Orient. Reflective of its location, employment within the arts, entertainment, recreation, accommodation and food services industry is highest among residents of Fishers Island.



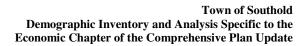


Table 16 EMPLOYMENT BY INDUSTRY, BY HAMLET: 2009

Hamlet	Cutchogue	East Marion	Fishers Island	Greenport West	Laurel	Mattituck	New Suffolk	Orient	Peconic	Southold	Town of Southold	Suffolk County
Employed Civilian Population: 16+ Years Old	1,363	333	300 ¹³	922	620	2,036	173	248	453	2,589	9,938	718,088
Agriculture, Forestry, Fishing and Hunting, and Mining	2.7%	1.9%	3.2%	0.3%	1.7%	2.6%	4.8%	1.5%	6.9%	1.6%	2.1%	0.3%
Construction	9.2%	10.9%	8.6%	11.4%	10.8%	8.3%	4.3%	16.2%	13.0%	9.4%	9.6%	7.2%
Manufacturing	4.7%	2.6%	0.0%	2.7%	2.0%	3.5%	2.7%	2.3%	7.8%	3.2%	3.3%	6.2%
Wholesale Trade	4.7%	2.2%	0.0%	2.4%	2.5%	3.9%	3.2%	2.3%	1.1%	4.6%	3.5%	4.0%
Retail Trade	9.0%	17.3%	8.6%	15.9%	7.7%	10.6%	9.6%	13.5%	10.4%	10.9%	11.4%	11.8%
Transportation and Warehousing, and Utilities	2.9%	6.4%	6.5%	2.4%	5.0%	3.5%	2.7%	6.2%	0.0%	3.6%	3.9%	5.8%
Information	5.8%	1.3%	1.6%	4.0%	1.3%	2.5%	3.2%	3.8%	5.2%	3.6%	3.7%	3.2%
Finance, Insurance, Real Estate and Rental and Leasing	8.6%	6.1%	4.9%	5.2%	12.1%	7.4%	16.6%	10.0%	3.7%	8.3%	7.4%	7.3%
Professional, Scientific, Management, Administrative and Waste Management Services	19.2%	10.9%	15.1%	6.3%	7.7%	8.4%	17.1%	12.7%	10.4%	8.5%	10.4%	10.7%
Educational, Health and Social Services	20.8%	25.6%	23.2%	24.6%	29.4%	31.4%	14.4%	17.3%	26.3%	28.5%	26.7%	28.3%

¹³ This assumes a Nielsen Claritas population estimate of 475 residents, which is inflated when compared to the actual year-round population residing on Fishers Island of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate and projection.







Hamlet	Cutchogue	East Marion	Fishers Island	Greenport West	Laurel	Mattituck	New Suffolk	Orient	Peconic	Southold	Town of Southold	Suffolk County
Arts, Entertainment,												
Recreation,	3.7%	6.7%	15.1%	9.7%	5.7%	7.6%	7.5%	6.9%	6.5%	6.0%	7.1%	5.8%
Accommodation	3.170	0.7%	13.170	9.170	3.170	7.0%	1.5%	0.9%	0.5%	0.0%	7.170	3.6%
and Food Services												
Other Services												
(Except Public	4.9%	1.6%	7.6%	5.9%	5.0%	2.3%	8.0%	3.8%	1.3%	4.0%	4.2%	4.3%
Administration)												
Public	2 70%	6 10%	5 40%	0.2%	8.9%	7.9%	5.00%	2 50%	7.3%	7 90%	6 90%	5.0%
Administration	3.7%	6.4%	5.4%	9.2%	8.9%	1.9%	5.9%	3.5%	1.3%	7.8%	6.8%	3.0%

Source: ESRI Business Analyst





Day Laborer Employment

There are a variety of industries within the Town that rely on day labor to fulfill their employment needs. While such data is quite difficult to obtain and quantify, it remains a matter of interest within the local economy, nevertheless. According to The Workplace Project, a nonprofit organization that advocates for the rights of day laborers in Long Island, the number of day laborers in the East End has increased over the past decade. Moreover, interviews with local businesses and key stakeholders within the local economy, including Long Island Farm Bureau and Long Island Wine Council, indicate the strong presence of day laborers throughout Southold. This is most prominent within the agricultural industry, with local farms and vineyards hiring such persons for year-round employment, as well as for seasonal labor – especially during the harvest period. It was suggested that approximately 60-70% of field workers within these industries are likely comprised of day laborers. In addition, the employment of day labor within the construction industry is quite common in Southold, with workers performing tasks such as roofing, paving, painting and building installation. As the demographics continue to shift, and as the economic crisis continues to displace workers, the employment of day laborers will likely expand, perhaps into other sectors of the Town's economy.

Poverty

While median household income and per capita income depict the financial state of the Town, poverty levels are what actually determine whether there is economic hardship in a given community. Poverty is measured by federal thresholds and associated income, taking into account family size and the number of children present. According to the U.S. Census Bureau, the poverty threshold ranged from \$6,268 for one person over 65 years old in 1990, \$8,259 in 2000, and \$10,289 in 2009, to \$29,087 for a family of nine people or more with one related child in 1990, \$38,322 in 2000 and \$47,744 in 2009.

As seen in **Table 17**, the poverty level among both individuals and families has increased slightly between 1990 and 2009. It is important to note that such poverty levels are not adjusted for local variation in the cost of living, and as such the figures presented in this table and in **Table 18** represent a very conservative depiction of the poverty status of Town residents. When adjusting for the cost of living, it is likely that many more persons and families are in poverty than deemed under federal standards.





Table 17
POVERTY STATUS, TOWN OF SOUTHOLD: 2000 – 2009

Poverty Status	1	990	2	2000	2009 (Estimate)		
Foverty Status	Number	Percentage	Number	Percentage	Number	Percentage	
Total Population*	19,622		20,599		N/A		
Individuals Below Poverty Level	997	5.1%**	1,178	5.7%**	N/A	N/A	
65+ Years Old	273	27.4%***	248	21.1%***	N/A	N/A	
Total Families	5,785		5,871		6,093		
Families Below Poverty Level	228	3.9%****	240	4.1%****	272	4.5%****	

Source: U.S. Census Bureau; Claritas MarketPlace Demographic Snapshot Report

- * This figure represents the total number of individuals for whom the poverty status is determined.
- ** This figure represents the individuals deemed to be below the poverty level, as a percentage of the total population for whom the poverty status is determined.
- *** This figure represents the individuals aged 65 years and older deemed to be below the poverty level, as a percentage of the total number of individuals who are below the poverty level.
- **** This figure represents the families deemed to be below the poverty level, as a percentage of the total number of families residing within the Town of Southold.

Table 18 POVERTY STATUS, BY HAMLET: 2009

Hamlet	Total Families	Families Below Poverty Level
Cutchogue	820	2.4%
East Marion	250	4.8%
Fishers Island ¹⁴	129	6.2%
Greenport West	559	5.0%
Laurel	378	2.6%
Mattituck	1,255	4.4%
New Suffolk	85	4.7%
Orient	209	2.9%
Peconic	306	1.0%
Southold	1,658	2.5%
Town of Southold	6,093	4.5%
Suffolk County	371,501	4.2%

Source: Claritas MarketPlace Demographic Snapshot Report

When examining poverty status among families in each of the Town's hamlets, it is clear that there are disparities between communities. Similar to household income, poverty is highest among families residing in Fishers Island, Greenport West, East Marion and New Suffolk, which

¹⁴ This assumes a Nielsen Claritas population estimate of 475 residents, which is inflated when compared to the actual year-round population residing on Fishers Island of 240 persons as of October 1, 2009. It is likely that Nielsen Claritas' examined both the year-round and seasonal island population in their estimate and projection.





is likely attributed to the relatively older population residing within these hamlets. It is important to note that the high number of seniors in each of these communities gives way to an important and often overlooked matter. Although seniors may not necessarily have substantial income, this group is likely to have other financial assets, including home equity, equity in pension plans, IRAs, business equity, and interest-earning assets.

On the contrary, the portion of families in poverty is lowest in Peconic, Cutchogue, Laurel and Southold hamlet. In total, 4.5% of families in Southold Town are deemed to be below the poverty level. The percentage of families in poverty is slightly higher than Suffolk County, yet significantly lower than Long Island and New York State on the whole.

School Performance

The Town of Southold is comprised of nine schools within six local school districts. These include the Fishers Island Union Free School District (Fishers Island School provides education to students in grades PreK-12), Greenport Union Free School District (Greenport Elementary School serves students enrolled in grades K-6 and Greenport High School serves students enrolled in grades 7-12), Mattituck-Cutchogue Union Free School District (Cutchogue East Elementary School teaches students in grades K-6 and Mattituck Junior-Senior High School provides education to students in grades 7-12), New Suffolk Common School District (New Suffolk School serves students in PreK through sixth grade), Oysterponds Union Free School District (Oysterponds Elementary School serves students enrolled in grades K-6), and Southold Union Free School District (Southold Elementary School provides education to students in grades K-6 and Southold Junior-Senior High School serves students in grades 7-12). The Mattituck-Cutchogue Union Free School District is the largest of all districts within the Town, with an enrollment of over 1,500 students. On the contrary, New Suffolk Common School District enrolled only eight students in 2008-09. Likewise, the Fishers Island Union Free School District enrolled 60 students in the same year; since the school is a magnet school, approximately half of the students commute from Connecticut.

In compliance with No Child Left Behind, all public schools within New York State are required to publish report cards each academic year. The data presented in **Table 19** is based upon statewide standards of tests taken in November 2008 and June 2009. Excluding Greenport Union Free School District, all of the school districts serving the Town have performance levels that exceed those of the state, with the exception of sixth grade mathematics at Fishers Island Union Free School District. Fishers Island Union Free School District has the strongest performance levels in the 2008-09 academic year. In terms of performance, Oysterponds Union Free School District ranks just below Fishers Island, and Mattituck-Cutchogue Union Free School District and Southold Union Free School District just behind Oysterponds. The performance levels among students at Greenport Union Free School District are not as high as the other districts in the Town, and special attention and the allocation of resources should be considered to increase their performance.

There are no students who qualify for free or reduced-price lunch in the Fishers Island Union Free School District, the New Suffolk Common School District, or the Oysterponds Union Free School District. A small portion of students at Mattituck-Cutchogue Union Free School District





and Southold Union Free School District are eligible for such programs. However, the greatest share of eligible students is enrolled in Greenport Union Free School District, indicating a greater financial need among families in this district.





Table 19 SCHOOL PERFORMANCE*: 2008-09 ACADEMIC YEAR

	Fishers Island Union Free School District	Greenport Union Free School District	Mattituck- Cutchogue Union Free School District	New Suffolk Common School District	Oysterponds Union Free School District	Southold Union Free School District	New York State
Total Enrollment: 2008-09	60	621	1,505	8	104	958	2,691,267
Grade 3: ELA	N/A	90%	85%	N/A	79%	84%	76%
Grade 4: ELA	N/A	67%	86%	N/A	100%	81%	77%
Grade 5: ELA	N/A	88%	93%	N/A	88%	91%	82%
Grade 6: ELA	100%	98%	90%	N/A	89%	93%	81%
Grade 7: ELA	100%	79%	95%	N/A	N/A	91%	80%
Grade 8: ELA	86%	64%	85%	N/A	N/A	90%	69%
Secondary Level: ELA	89%	72%	93%	N/A	N/A	88%	77%
Grade 3: Mathematics	N/A	88%	96%	N/A	93%	98%	93%
Grade 4: Mathematics	N/A	83%	91%	N/A	100%	93%	87%
Grade 5: Mathematics	N/A	100%	93%	N/A	89%	89%	88%
Grade 6: Mathematics	75%	98%	92%	N/A	94%	86%	83%
Grade 7: Mathematics	100%	86%	98%	N/A	N/A	95%	87%
Grade 8: Mathematics	100%	73%	90%	N/A	N/A	87%	80%
Secondary Level: Mathematics	89%	76%	96%	N/A	N/A	91%	77%
Grade 4: Science	N/A	97%	95%	N/A	100%	96%	88%
Grade 8: Science	100%	74%	91%	N/A	N/A	89%	68%
Graduation Rate**	100%	63%	92%	N/A	N/A	90%	74%
Eligible for Free Lunch	0	169	85	0	0	61	1,030,575
Reduced-Price Lunch	0	35	49	0	0	34	214,831

Source: New York State School Report Cards: Comprehensive Information Report and Accountability and Overview Report, via New York State Education Department.

^{**} The graduation rate represents the percentage of students that started high school in 2004 who earned a local or Regents diploma by August 31, 2008.



^{*} It is important to note that the performance figures presented illustrate the percentage of students who meet (Level 3) or exceed (Level 4) statewide learning standards. The difference between the figures presented above and one hundred percent represent the students who are not meeting (Level 1), or who are partially meeting (Level 2) these learning standards.